

FILE

MAY 13 1946

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
			1	2	3	4
5					10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

RUTH FINLEY, Editor
44 WEST 52nd STREET

FRANCES HUGHES, Associate Editor
NEW YORK 19, N.Y.

El dorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, MAY 10, 1946

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Going On	"MISS OCULENS" DEBUT FOR FASHION EDITORS Colorful Maytime baskets, containing Oculens "Sun and Fashion Glasses" are being sent to all New York beauty and fashion editors. These fashion glasses are now making their debut in Bonwit Teller's Fifth Avenue windows. Fashion Coordinator: Ruth Winkler, MU. 4-3360.	COMPTONE CO. LTD.	N. Y. NEWSPAPERS AND MAGAZINES
Just Started	FASHION PHOTOGRAPH SERVICE FOR STORES Fashion photographs for out-of-town stores to use in their newspaper advertising, so that stores receive photographs of the actual style numbers they have purchased -- of suits, coats, dresses, blouses, etc. These photographs, completely accessorized on professional models, may also be used in store windows, interior display, etc. Contact: Florence Epstein or Harriet Sacks, MU. 2-0326.	PICTORIADS	505 FIFTH AVENUE
Friday May 10 2:00 P.M.	FASHION SHOW AT BASEBALL GAME A review of vacation fashions -- "Holidays Ahead" -- will be presented by Ohrbach's at the Yankee Stadium before the start of the N. Y. Yankees-Boston Red Sox baseball game. Fashions will be presented by 15 Powers and Conover models, each in an individual jeep supplied by the U. S. Marine Corps. Nylon stockings will be given as gate prizes to the holders of lucky tickets. Master of Ceremonies: Ray Bolger. Press invited. Contact: Mark Klauser, Publicity Director, AL. 4-1600.	OHRBACH'S	YANKEE STADIUM 161 ST. & JEROME AVE.
Beginning Friday May 10	DISPLAY OF NEW SUMMER PLAYCLOTHES Versatile play and swim ensembles, designed and made by students at Traphagen. Open to public 9:00 A.M. to 9:00 P.M. weekdays; Saturdays until 5:00 P.M. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Saturday May 11 11:00 A.M.	TEEN-AGE FASHIONS FOR SUMMER Altman's will introduce their new young designer Betty Betz, who has just returned from a Pan-American flight, presenting South American-inspired teen-age clothes for summer called "La Teena" fashions. Music and refreshments. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO. 5TH AVE. & 34TH ST.	2ND FLOOR TEEN SHOP
May 11	NATIONAL GOLF WEEK (May 11-18)		
May 12	MOTHER'S DAY (Sunday) -- This year's theme: "Remember Mother...She's a Veteran too."		

DATEWHAT'S GOING ONGIVEN BYWHEREWEEK BEGINNING MONDAY, MAY 13, 1946

Monday May 13 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Russeks will present new fashions for Summer sun and Summer fun, from bathing suits to evening clothes. Open to public. Press by invitation. Luncheon from \$1.85. For reservations, contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.	RUSSEKS FIFTH AVENUE	ST. REGIS HOTEL ROOF
Monday May 13 2:00 P.M.	FASHION SHOW AT BASEBALL GAME Repetition of "Holidays Ahead," Ohrbach's fashion show at the first Ladies Day Baseball Game at Ebbets Field, Sullivan Place, Brooklyn, between the Brooklyn Dodgers and the Philadelphia Phillies. (See page 1, item #3, for details.) Press invited. Contact: Mark Klauser, Publicity Director, AL. 4-1600.	OHRBACH'S	EBBETS FIELD BROOKLYN
Monday May 13	DEBUT OF LESTER GABA'S DISPLAY COLUMN Lester Gaba, nationally known industrial designer and fashion show director, will write a weekly interpretive column each Monday on current window displays and other visual promotions. His first column appears on May 13.	WOMEN'S WEAR DAILY	8 EAST 13TH STREET

OUT-OF-TOWN FALL MARKET OPENINGS

May 13	CHICAGO FASHION INDUSTRIES	CHICAGO, ILLINOIS
May 13	CALIFORNIA APPAREL CREATORS	LOS ANGELES, CALIFORNIA
May 18	CHICAGO STYLE EXHIBITORS, INC.	CHICAGO, ILLINOIS
May 19	CHICAGO NATIONAL WASH DRESS & APPAREL ASSOCIATION SHOW	CHICAGO, ILLINOIS
May 20- May 25	AMERICAN FASHIONS ASSOCIATION DALLAS FASHION & SPORTSWEAR CENTER	DALLAS, TEXAS
May 22- June 22	SAN FRANCISCO MANUFACTURERS' AND WHOLESALE ASSOCIATION	SAN FRANCISCO, CALIFORNIA
May 23- June 2	CLEVELAND'S SESQUI-CENTENNIAL MID-AMERICA EXPOSITION -- DAILY CONTINUOUS FASHION SHOWS BY CLEVELAND AND NORTHERN OHIO GARMENT INDUSTRIES	CLEVELAND, OHIO

Tuesday May 14 10:30 A.M.	PRESS PREVIEW: "FOLIO OF FALL FASHIONS" A new member joins a famous family..."Sacony-Fulura" fashions...an outstanding achievement in wool blending, makes its debut at a press preview, prior to trade showing. Attendance by invitation. Publicity: Sophie Goode, VA. 6-0295.	SACONY	HAL REIFF STUDIO 328 EAST 42ND STREET
---------------------------------	---	--------	--

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 14 4:00 P.M. Cocktails	PRESS PREVIEW: JEWELRY, GIFTS AND ACCESSORIES A Maytime Cocktail Party in Lambert Brothers' new gift shop, showing gifts, jewelry, leather goods, and fashion accessories. Also, a "Then and Now" display of 84 different wedding rings covering a period of 70 years, showing the changes in design. Attendance by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.	LAMBERT BROS. JEWELRY	LEXINGTON AVE. & 60TH 2ND FLOOR
Tuesday May 14 8:00 P.M.	ENTERTAINMENT FOR BENEFIT OF N.Y. FUND A dance sponsored by Macy's employees, with entire proceeds to go to the Greater New York Fund. Entertainment and dancing from 8:00 P.M. until midnight, with Charlie Spivak and his 16-piece band; Jimmie Saunders, vocalist; the McCall Sisters; Roberto and his 22-piece Pan-American orchestra, and guest star Ramon Manchito. Open to public. Press by invitation. Prices: \$1.50, \$2.50, \$5.00 and \$10.00. Publ.: Ruth Moore, CH. 4-2000.	R. H. MACY & CO.	MADISON SQUARE GARDEN 49TH ST. & 8TH AVE.
Wednesday May 15 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Luncheon showing of fashions by Hattie Carnegie on the Starlight Roof of the Waldorf. Open to public. Press by invitation. For reservations, contact "Frank", Sert Room headwaiter, EL. 5-3000. Hattie Carnegie Publicity: Josephine Hughes, WI. 2-2600. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	HATTIE CARNEGIE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday May 15	"HOLIDAY IN TEXAS" SHOW AND BROADCAST Two nationwide broadcasts over the American Broadcasting Co. will inaugurate the opening of a new Holiday shop at Neiman-Marcus, with press, publishers, designers, stage, screen, and radio stars as guests at a fashion show. The "Holiday in Texas" presentation will run from May 13-18.	NEIMAN-MARCUS, DALLAS; HOLIDAY MAGAZINE	DALLAS, TEXAS
Wednesday May 15- May 17	ANNUAL TOILET GOODS CONVENTION & AWARD The Charles S. Welch Memorial Award for outstanding packaging will be presented to the winner for 1946 during luncheon on Thursday, May 16. Attendance by invitation. Contact: Toilet Goods Convention Committee, Room 630, Chrysler Building, N. Y. 17, or CO. 5-5443.	TOILET GOODS ASSN. 9 ROCKEFELLER PLAZA	WALDORF-ASTORIA GRAND BALLROOM
Thursday May 16 10:30 A.M.	FASHION CONFERENCE FOR LEADING DESIGNERS All-day program to stimulate interest in creative fashion design, with the following 20 leading American designers as guests of Drexel Institute: Mimi Blaker of Gayley and Lord Fabrics; Elizabeth Burris-Meyer of Comprehensive Fabrics; Helen Cookman; Jo Copeland of Pattullo Modes, Inc.; Vincent Coppola of Dietsch, Wersba & Coppola; June Groff; Eta Hentz of Ren-Eta Gowns, Inc.; Fredric Karoly of Davidow, Inc.; Morris Kraus of Zuckerman & Kraus; Vera Maxwell of Max Milstein; Claire McCardell of Townley Frocks; Ruth L. Montrose of S. Strook & Co.; Vincent Monte-Sano of Monte Sano and Pruzan; Clare Potter of Charles W. Nudleman; Ruth L. Schmidt of Vernay Fabrics; Bruno Staehle of Spectator Sports, Inc.; Pola Stout of Pola Stout, Inc.; Pauline Trigere of Trigere; Sally Victor; Rosalia Zumpano, designer of "Harrold" tailored suits. Chairman: Michelle Murphy, Curator of the Industrial Division, Bklyn Museum. Co-chairman: Helen Sisson, vice-president of Pola Stout, Inc. Press by invitation.	DREXEL INSTITUTE OF TECHNOLOGY	32ND & CHESTNUT ST. PHILADELPHIA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 16 12:00 Noon	INFORMAL MODELING OF HENRY ROSENFELD FASHIONS A & S will open their Cotton Shop with informal modeling of Henry Rosenfeld clothes from 12:00 noon to 8:00 P.M. Open to public. Publicity: Virginia Jewel, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	3RD FLOOR CENTRAL BUILDING
Thursday May 16 12:15 P.M. Luncheon	BUYERS BOARD LUNCHEON MEETING Discussions for buyers during luncheon: <u>Thurs., May 16</u> -- "Junior Coats and Suits"; <u>Thurs., May 23</u> -- "College Shop Buyers"; <u>Thurs., June 6</u> -- "Junior Dresses". Publicity: Nancy Copeland, WI. 7-2790.	WOMEN'S REPORTER	EMPIRE STATE BUILDING 21ST FLOOR
Thursday May 16 12:30 P.M. Luncheon	DOROTHY WALWORTH GUEST AT LUNCHEON "If I Had My Life to Live Over" will be the subject discussed by Dorothy Walworth, author of the current best seller "Nicodemus". Contact: WI. 7-5648.	ADVERTISING WOMEN OF NEW YORK, INC.	BELMONT PLAZA HOTEL CASINO-IN-THE-AIR
Thursday May 16 12:30 P.M.	"QUICK AND EASY" WEEKEND WARDROBE A combination fashion show and demonstration at 12:30 P.M., 3:30 P.M., and 5:30 P.M., presenting five easy-to-make garments for the career girl whose time and money are limited. On May 17 and May 18, Butterick Pattern Company fashion advisors will be in the Dressmaking Center at Macy's to answer questions and demonstrate easy sewing techniques. Open to public. Publicity: Dorothy De Groat, CH. 4-2000, Ext. 2201.	R. H. MACY & CO. BUTTERICK PATTERN CO.	6TH FLOOR DRESSMAKING CENTER
Thursday May 16 12:30 P.M. Luncheon	PRESS PREVIEW: FALL SPECTATOR FASHIONS Luncheon fashion preview of Hadden Casuals, showing new spectator dresses for Fall. Attendance by invitation only. Publicity: Silvia Shields, Chernow Co., PE. 6-3520.	HADDEN SPORTS	110 WEST 40TH STREET SHOWROOM
Thursday May 16 12:45 P.M. Luncheon	"NEW TECHNIQUES IN SALES PROMOTION" The subject at the members' Monthly Luncheon Meeting will be: "New Techniques in Sales Promotion - After the Sellers' Market, What?" Speakers: Glenn Griswold, Editor Public Relations News, on "What Manufacturers Are Planning", Sylvia F. Porter, Financial Editor, N. Y. Post, on "The Seller's Responsibility When A Buyers' Market Comes". Reservations close Wednesday, May 15, 5:00 P.M. Luncheon (including tax and tip): \$3.10 for members; \$3.50 for guests. Chairman: Helen Cornelius, Sales Promotion Division.	THE FASHION GROUP (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Thursday May 16 1:00 P.M. Luncheon	FASHION SHOW: "MAY DAYS IN GOTHAM" Annual benefit luncheon fashion presentation by the Nearly New Shop, (which aids 8 welfare agencies for children). Clothes by Marjorie Castle, designed by Carl Sydney; hats by Lilly Dache; jewelry by Cartier and Black, Starr & Gorham; orchids by Thomas Young Orchids, Inc., arranged by Irene Hayes. Chairman: Mrs. Ralph West Robey. Door Prize: a Walter Florell Hat. <u>All tickets have been sold.</u>	THE NEARLY NEW SHOP (915 EIGHTH AVENUE)	PLAZA HOTEL GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Cancelled May 16	THE A. GOODMAN & CO. PREVIEW OF FALL LINE, ORIGINALLY SCHEDULED FOR THURS. MAY 16, AT 4:00 P.M. HAS BEEN CANCELLED. Publ.: Billie Gould, LA. 4-8773.		
Friday May 17 12:30 P.M. Luncheon	THIRD ANNUAL LUNCHEON MILLINERY PRESENTATION "Head-fitting Hats" will be the theme of the third annual luncheon fashion show presented by the Millinery Designers' League. Fashion Annotator: Jinx Falkenburg will wear the \$10,000 solid gold hat designed by Van Cleef & Arpels, and featured in the crowning of Hedda Hopper by the National Millinery Association at Atlantic City. "Hedda Gold" will be the special color at this show. Speaker: Joseph Rabinovich, of Ogus, Rabinovich & Ogus. For reservations, contact: Mrs. Bessie Auerbach, PE. 6-1050. Press strictly by invitation. Publicity: Ann F. Rummelhart, MU. 6-2469.	MILLINERY DESIGNERS' LEAGUE	WALDORF-ASTORIA WEDGWOOD ROOM
May 18- May 25	NATIONAL FOOT HEALTH WEEK. Publicity: Dr. Joseph Lelyveld, National Foot Health Council, P.O. Box 57, Rockland, Mass.		
Monday May 20 10:00 A.M.	"NEW ENGLAND REVELATION" A special train bound for Boston will leave Grand Central Terminal at 10:00 A.M. Events abroad train and in Filene's in Boston include fashion show, special exhibits, New England luncheon, old New England clambake and entertainment -- a promotion designed to dramatize New England industries, arts and crafts, and culture. Cooperating in the promotion are several hundred mills, fabric houses, and cutters including top New York designers. Also, the Boston apparel market, and New England producers of household wares, jewelry, silver, accessories, and lingerie. Guests will return to New York aboard midnight sleeper. Press by invitation only. Publicity: Boston -- Stacy Holmes, Filene's; New York -- Sara Fox, MU. 3-6526.	WM. FILENE'S SONS CO.	BOSTON, MASS.
Monday May 20 12:00 Noon Luncheon	BENEFIT LUNCHEON FASHION SHOW Complete resort outfits, created by Florence Reichman, will be presented at this benefit luncheon fashion show to raise money for the adoption of French war orphans. Tickets: \$5.00. Contact: Mrs. Harold Weingarten, 17 West 67 St. Publicity: Billie Gould, Inc., LA. 4-8773.	BUSY BUDDIES, INC.	WALDORF-ASTORIA SERT ROOM
Monday May 20 1:00 P.M. Luncheon	"WEEKEND WARDROBE" LUNCHEON FASHION SHOW Coordinated fashions for summer weekends for girls of 5'7" or taller, designed by Peg Newton of "The Tall Gal's Haven". Open to public. Press by invitation. For reservations, contact PL. 3-4500, Ext. 123. Publicity: Donna Cannon, CH. 4-7658. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.	PEG NEWTON 3 EAST 48TH ST.	ST. REGIS HOTEL ROOF
Monday May 20- May 25	NATIONAL COTTON WEEK PROMOTION CAMPAIGN "Cotton is Back!" is the slogan for this year's Cotton Week, proclaiming The Cotton Textile Institute's "honorable discharge" from further war effort. Stores will plan merchandise presentations built around new cotton products for the years ahead. There will be cotton carnivals and similar social events again after their lapse since Pearl Harbor. Contact: WO. 2-0270.	THE COTTON-TEXTILE INSTITUTE	THROUGHOUT THE COUNTRY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 21 12:30 P.M. Luncheon	RIT DYE FASHION SHOW AND LUNCHEON "Rit Did-It" will be the theme of Summer and Fall fashions presented by Rit Dye Corporation, a subsidiary of The Best Foods, Inc. Renovated outfits, accessories and home crafts using dye will be featured. Attendance by invitation only. Contact: The Best Foods, Inc., MU. 4-1400.	THE BEST FOODS, INC. 88 LEXINGTON AVENUE	WALDORF-ASTORIA LE PERROQUET SUITE
Tuesday May 21 4:30 P.M.	PRESENTATION OF "FASHIONS ON THE GO" "Fashions On The Go", a complete showing of fashions for postwar globe-trotting, will be presented by the graduating class of the Laboratory Institute of Merchandising. Travel clothes, sportswear, afternoon frocks, and evening fashions will be modeled by the students, and shown through the cooperation of Oppenheim-Collins. Attendance by invitation only. Publicity: Ellen Nolan, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	HOTEL McALPIN BALLROOM
Tuesday May 21 5:00 P.M. Cocktails	PRESS PREVIEW OF BONMOUTON COATS Outstanding fur designers will present Bonmouton custom-made coats at a cocktail fashion show. Attendance by invitation only. Publicity: Martha Percilla, Abbott Kimball Co., PL. 3-9600.	OUTSTANDING FUR DESIGNERS	WALDORF-ASTORIA ASTOR GALLERY
Wednesday May 22 9:30 A.M. Breakfast	FALL EDITION OF NEW YOUNG FASHIONS Meg, Beth, Amy, and Jo -- the Fall edition of "young things" designed by Ellen Hewitt -- will be shown during breakfast. Press and trade by invitation. Publicity: Mildred Kaldor, BR. 9-9399.	DELPHI	HAMPSHIRE HOUSE COTTAGE
Wednesday May 22- May 23 10:00 A.M.	FIRST ANNUAL FUR FASHION SHOW A "Panorama of Shades and Colors", keyed to the tempo of the coming season, will be presented in fur garments, styled and produced by the foremost designers and manufacturers of America. Outstanding developments of the industry for 1946-47 will be presented to fur buyers at 10:00 A.M. and 2:00 P.M. each day, with a showing of about 85 models, and commentary by Radio's Maxine Keith. Cosmetics and hair styles: Charles of the Ritz; gloves by Fownes; jewelry by Coro; purses by Coblentz; scarves by Appleton. Association members who will present their lines include: American Fur Dyeing Co.; Herman Basch & Co., Inc.; Jacob Becher & Bro.; Commander Fur Dyeing Co.; Crown Fur Dyeing and Dressing Corp.; Holst-Gold-Meyerson Fur Dyers, Inc.; Industrial Fur Dyeing & Blending Co.; Meisel-Peskin Co.; Ruderman, Inc.; Sterling Fur Dyers. Press by invitation <u>only</u> . Contact: PE. 6-1584.	FUR DRESSERS & FUR DYERS ASSN.	HOTEL PENNSYLVANIA PENN TOP
Wednesday May 22 1:00 P.M. Luncheon	FUR FASHIONS LUNCHEON SHOWING Presentation of Dein-Bacher's furs during luncheon, featuring Spring mutation mink, new bronze shade of broadtail, and silver blue platinum mink. This is the last of the Wednesday Luncheon Fashion Shows at the Waldorf for the current season. Open to public. Press by invitation. For reservations, contact "Frank", Sert Room Headwaiter, EL. 5-3000. Contact: Dein-Bacher, PL. 8-0221. Waldorf Publicity: Ted Saucier, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 23 10:00 A.M. Breakfast	AQUATIC HAIRDO FASHION SHOW Drene Shampoo presents "water baby" hairdos that stay put and look glamorous both for swimming and dancing. Attendance by invitation only. Contact: Pauline Bowie, BU. 8-5000.	PROCTER & GAMBLE (MAKERS OF DRENE)	HOTEL PIERRE ROOF GARDEN
Saturday May 25 11:30 A.M.- 4:00 P.M.	JUNIOR SPORTSWEAR FASHION PRESENTATION "Miss College Playtimer" -- informal modeling of junior sportswear by students of 10 local colleges. The college presenting the favorite fashions will be selected by votes from spectators. Open to public. Publicity: Virginia Jewel, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	3RD FLOOR EAST BUILDING
Tuesday May 28 4:00 P.M.	PRESS PREVIEW: "DIAMONDS WITH PUNCH" N. W. Ayer will present to the press a collection of wedding-day hats, specially designed by Lilly Dache and Sally Victor, with diamond jewelry from Van Cleef & Arpels -- a forecast of Fall silhouettes in a new kind of fashion show. Production by Bil Baird and Company. Attendance by invitation only. Publicity: Evelyn Allen, CI. 6-0200.	N. W. AYER & SON, INC. 30 ROCKEFELLER PLAZA	HOTEL PIERRE ROOF GARDEN
Beginning Monday June 3	OPENING OF FALL LINES In accordance with the practice followed in recent seasons, the Guild houses will show only a single collection for the season. Guild members who will present their lines include: HANSEN BANG, INC. ROSE BARRACK, INC. WILLIAM BASS DRESS CO. ANTHONY BLOTTA CAPRI FROCKS, INC. CARLYE DRESSES CORP. DEITSCH, WERSBA, COPPOLA FOX-BROWNIE, INC. ED GERRICK, INC. A. GOODMAN & CO. Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS
Monday June 3- June 7	SHOWING OF BONMOUTON "WINTRA" COATS Presentation to the trade of new Bonmouton "Wintra" coats, with showing from 9:30 A.M. to 12:00, and 2:00 P.M. to 5:30 P.M. during the week of June 3. Attendance by invitation only. Publicity: Martha Percilla, Abbott Kimball Co., PL. 3-9600.	TOWN & COUNTRY CLUB FURS INC. (540 W. 58 ST.)	WALDORF-ASTORIA LE PERROQUET SUITE
Monday June 10 1:00 P.M. Luncheon	BLACK AND WHITE FASHIONS AT LUNCHEON Summer black accented with white will be presented by Russeks during luncheon. Open to public. Press by invitation. Luncheon from \$1.85. For reservations, contact: PL. 3-4500, Ext. 123. Russeks Publ.: Helen Moran, WI. 7-1900. St. Regis Fashion Publ.: Mary Alice Rice, PL. 3-4500.	RUSSEKS FIFTH AVENUE	ST. REGIS HOTEL ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 3 4:30 P.M. Cocktails	PREVIEW SHOWING OF FALL COLLECTIONS Eta of Ren-Eta will show her Fall line to the Trade and Press at cocktails. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	ETA OF REN-ETA 498 SEVENTH AVE.	PLAZA HOTEL TERRACE ROOM
Monday June 3- June 14	OPENINGS: FALL FORMAL WEAR First joint opening of formal wear firms, with a showing of Fall lines by members of the Formal Dinner and Wedding Dress Guild, including: ANDORA FROCKS BARBARA DANCE FROCKS BEAUTIME FORMALS BON RAY DANCE FROCKS NAT CANTOR FORMALS CARMIE DANCE FROCKS COLUMBIA JUNIORS HENRY H. CONDER, INC. COQUETTE FORMALS DANSANT FROCKS	FORMAL DINNER AND WEDDING GUILD DEBI DANCE FROCKS DU BARRY FROCKS GLAD MODES, INC. MIRIAM MODES GEORGE JACOBSON, INC. LEO JACOBSON, INC. HARRY KEISER, INC. DAVID KLEIN, INC. KOPP & WEINBERG, INC.	INDIVIDUAL NEW YORK SHOWROOMS LEE CLAIRE, INC. MISS AMERICA DANCE FROCKS NITE CLUB FROCKS FRED PERLBERG, INC. PRE VUE DANCE FROCKS SEALOVE-BECKER WILL STEINMAN, INC. TOPPER FORMALS YOUNG MODES
Thursday June 6 4:00 P.M.- 6:30 P.M. Cocktails	"FOREVER AMOROUS" TULA FASHION SHOW A "glamour" fashion show featuring "Forever Amorous" hostess pajamas and negligees for home or dining out. Entire collection inspired by fashions worn by the famous beauties of history, highlighting the Persian influence in hostess pajamas as featured in the 20th Century-Fox production "Anna and the King of Siam". Commentator: Vyvyan Donner, Fashion Director, 20th Century - Fox Movietone News. Press strictly by invitation. Publicity: Billie Gould, Inc., LA. 4-8773.	SAM LANDAU, INC.	HOTEL PIERRE ROOF GARDEN
Tuesday June 4 8:45 A.M.- 5:00 P.M.	BRIDAL BUSINESS CLINIC FOR 1946 The Summer 1946 Bridal Business Clinic will have the following schedule: 8:45 A.M. -- Continental Breakfast 10:00 A.M. -- Modern Bride Shop Management, with Alexandra Potts as speaker, and an open question and answer period. 12:15 P.M. -- Luncheon. A greeting from the Publisher of the Bride's Magazine, introduction of editors and guests. 2:45 P.M. -- Wedding Etiquette. Speaker: Marjorie Binford Woods. Open question and answer period conducted by Marian E. Murtfeldt. 3:30 P.M. -- Fashion session, with discussion of Bridal fashions, including resume of bridal trends from the French couture - illustrated by slides. Followed by mannequin presentation of fashions to be featured in the Autumn issue of The Bride's Magazine. 5:00 P.M. to 6:00 P.M. -- Champagne party. Speaker: Charlie Gilmour. Publicity: Alexandra Potts, MU. 2-1490.	BRIDE'S MAGAZINE (527 FIFTH AVENUE)	WALDORF-ASTORIA
Wednesday June 5 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW OF FALL FASHIONS "Night Life of the Goddesses" (with no apologies to Thorne Smith) -- a champagne party for the press, presenting an advance preview of the fall collection of Miss America's suits, dresses and evening clothes, designed by Harry Shacter. Attendance strictly by invitation. More details later. Publicity: Billie Gould, Inc., LA. 4-8773.	MISS AMERICA, INC.	WALDORF-ASTORIA ASTOR GALLERY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday June 7 12:30 P.M. Luncheon	GRADUATION LUNCHEON OF FASHION CLASS 150 young women graduates representing every section of the United States (and Canada) will be guests of this fashion career school at a formal graduation ceremony and luncheon. Press by invitation. For further information, contact: Ellen Nolan, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	WALDORF-ASTORIA SERT ROOM
Monday June 10 10:00 A.M.- 1:00 P.M.	FIRST FASHION SHOW ABOARD A "CONSTELLATION" "Flights of Fashion", from New York to London, with 3 preview flights for the press inaugurating the first airborne fashion show aboard a Constellation. Fashions fit to be flown around the world as the first step in an educational program to show women how they can be well-dressed with only 55 lbs. (equal to 3 steamer trunks) of luggage. Designers represented: junior and play clothes, Dorris Varnum of Jonathan Logan; double purpose slacks, lounge pajamas, and coats by Tula; suits and afternoon and evening gowns, Harry Shacter of Miss America; blouses, Judy Bond; hats, John Frederics, Jr.; Amelia Earhart luggage; packable Heller Jersey fabrics; jewelry wardrobe by Jordan. Tuya perfume to all passengers. Press flights will be broadcast over an NBC national hookup, with Maggie McNellis as commentator. More details later. Attendance strictly by invitation. Publicity: Billie Gould, Inc., LA. 4-8773.	BILLIE GOULD, INC.	LAGUARDIA AIRPORT
Beginning Monday June 10	OPENING OF FALL SPORTSWEAR LINES The members of the Sportswear Guild and their respective Fall opening dates are as follows:	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS
	<u>June 10</u> STAR-MAID DRESSES		<u>June 12</u> DAVIDOW DAVID M. GOODSTEIN, INC. MUTUAL-ROSENBLOOM CO.
	<u>June 11</u> ADLER & ADLER, INC. KANE-WEILL, INC.		<u>June 13</u> CHARLES W. NUDELMAN, INC. ZOLTAN ROSENBERG SPORT-CRAFT
	Contact individual manufacturers.		
Beginning Tuesday June 11 4:30 P.M.	NEW FASHIONS AND TECHNICOLOR MOVIE "Selling to Stores", a 17½ minute technicolor movie, will be presented along with the new Fall "Paris in New York" fashions by Sam Friedlander, including cocktail and evening clothes, evening pajamas, bridesmaid and wedding gowns. Starting Tuesday, June 11, for 2 weeks, with one 4:30 P.M. showing daily. Attendance by reservation only. Contact: Sam Friedlander, PE. 6-2663.	SAM FRIEDLANDER	530 SEVENTH AVENUE
June 16	FATHER'S DAY (Sunday) This year's theme: "Honor Our Veterans -- Give thanks This Father's Day." For posters and material, contact: National Father's Day Committee, 50 East 42nd St.		

MUSIC...THEATRES...MOVIES...NIGHT SPOTS

- Friday
May 10 PREMIERE: "HEARTBEAT" (Movie) PALACE THEATRE, BROADWAY AND 47TH STREET
An RKO-Radio production, starring Ginger Rogers as a French girl who attempts to achieve respectability by practising petty larceny. Cast includes Pierre Aumont, Adolphe Menjou, and Basil Rathbone. Director: Sam Wood. Producers: Robert and Raymond Hakim. Adapted by Morrie Ryskind. Costumes: Howard Greer. Publicity: Rutgers Neilson, CO. 5-6500.
- Friday
May 10 PREMIERE: "THE WELL-GROOMED BRIDE" (Movie) VICTORIA THEATRE, B'WAY & 46 ST.
Paramount production featuring Olivia de Havilland, Ray Milland, and Sonny Tufts, in a scramble for the last bottle of champagne in San Francisco. Producer: Fred Kohlmar. Director: Sidney Lanfield. Costumes: Edith Head. Publicity: Aileen St. John Brenon, BR. 9-8700.
- Friday
May 10-
June 22
8:30 P.M. CARNEGIE "POP" CONCERTS CARNEGIE HALL, SEVENTH AVENUE & 57TH STREET
Seven weeks of classical and popular music, with the following conductors and artists for the second week:
Fri. May 10 -- All-American Night - David Broekman, conductor; Robert Weede, baritone; Eileen Farrell, soprano; David Saperton, pianist.
Sat. May 11 -- Night of the Americas - Mexican and South American music, with Cuban pianist-composer Ernesto Lecona.
Sun. May 12 -- Samuel Antek, conductor; Sondra Bianca, pianist; Dorothy Minty, violinist; Peter Donald, narrator.
Mon. May 13 -- Jazz Festival. Eddie Condon, George Brunes, Joe Sullivan, Max Kaminsky, Pee Wee Russell, Bud Freeman, Dave Tough, G. Wettling.
Tues. May 14 -- Franco Autori, conductor; Josephine Antoine, soprano; Grace Castagnetta, pianist; Mischa Mischakoff, violinist.
Wed. May 15 -- Evening of Scandinavian Music. Simon Parmet, conductor; Jussi Bjoerling, tenor; Orrea Pernel, violinist; Vivian Harvey, pianist.
Thurs. May 16 -- Opera: Gian-Carlo Menotti's "The Old Maid and the Thief". Milton Forstal, conductor, Mary Hopple, contralto. Ray Lev, pianist.
Tickets: \$1.00 to \$3.00 plus tax. Refreshments at popular prices.
Publicity: The Earl Ferris Co., Hope Associates Division, PL. 5-3100.
- Wednesday
May 15 OPENING: "SWAN SONG" BOOTH THEATRE, 45TH STREET, WEST OF BROADWAY
John Clein presents a new play by Ben Hecht and Charles MacArthur, with Marianne Stewart in the leading role. Publicity: Dick Weaver, EL.5-1751.
- Thursday
May 16 OPENING: "ANNIE GET YOUR GUN" IMPERIAL THEATRE, 45TH ST. WEST OF B'WAY
New Rodgers & Hammerstein production (originally scheduled for April 25) with music and lyrics by Irving Berlin, his first score since "This Is The Army". Ethel Merman stars as Annie Oakley, with Ray Middleton, Wynne Gibson, Marty May, and Kenneth Bowers. Book by Herbert and Dorothy Fields. Director: Joshua Logan. Choreography: Helen Tamiris. Settings: Joe Mielziner. Costumes: Lucinda Ballard. Publicity: Michael Mok, CI.6-7889.
- Saturday
May 25 RECITAL: THE AMERICAN DANCE BROOKLYN ACADEMY OF MUSIC, LAFAYETTE AVENUE
Martha Graham, Nora Kaye, Jerome Robbins, Katherine Dunham and Charles Weidman will appear at the third and final concert of the series sponsored by the Greater New York Committee for Russian Relief for the benefit of the First Central Medical Institute of Moscow. Honorary Chairman: John Martin, N.Y. Times Dance Critic. Tickets: \$1.80-\$3.60. Contact: WH: 3-2460.